

KNIGHTSBRIDGE

PARTNERSHIP



REIMAGINING THE FUTURE OF KNIGHTSBRIDGE



KNIGHTSBRIDGE TODAY

Knightsbridge is celebrated as one of the finest luxury shopping destinations in the world. It is also a place that many people call home.

Our benchmarking of Knightsbridge against other luxury destinations indicates the appeal of its rich and historic fabric, extraordinary wealth of architecture, and histories and stories. However, its public realm needs to be transformed in order for Knightsbridge to thrive as a luxury destination and as a place to live.

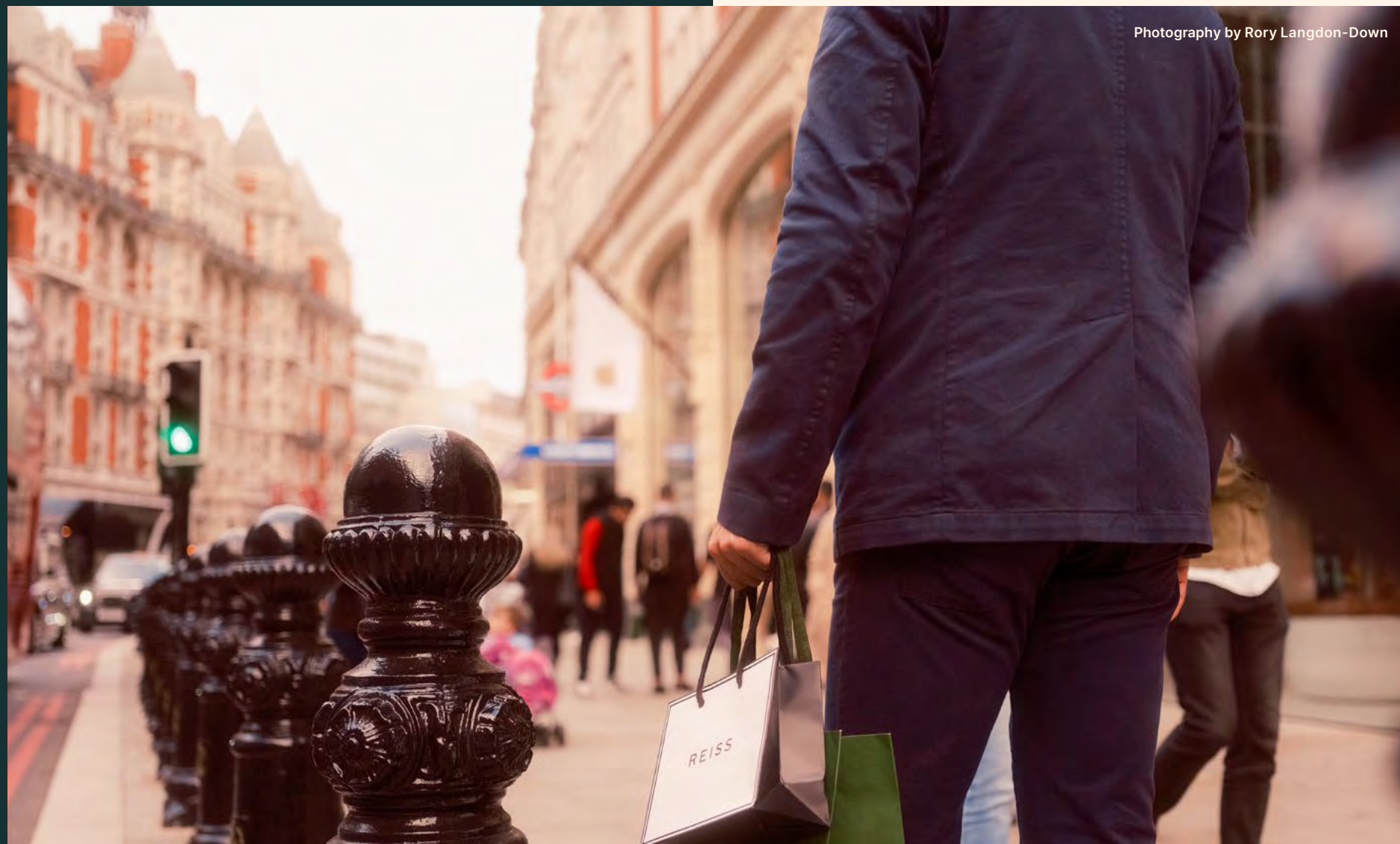
Knightsbridge is designated by the Mayor of London as one of the city's two International Centres. In the face of strong international competition for tourists, high-net-worth shoppers, and inward investment, the Knightsbridge Place and Public Realm Strategy will enable the area to compete globally.

CO-CREATION AND ENGAGEMENT

The Place and Public Realm Strategy for Knightsbridge was co-created in collaboration with residents, representatives from community groups, local property owners, businesses, TfL, and the two local authorities.

A range of engagement activities were undertaken, including an online survey available in nine languages, a drop-in session, walking tours, a focus group for UAE Emirati women, community meetings, presentations to community groups, and three co-design workshops.

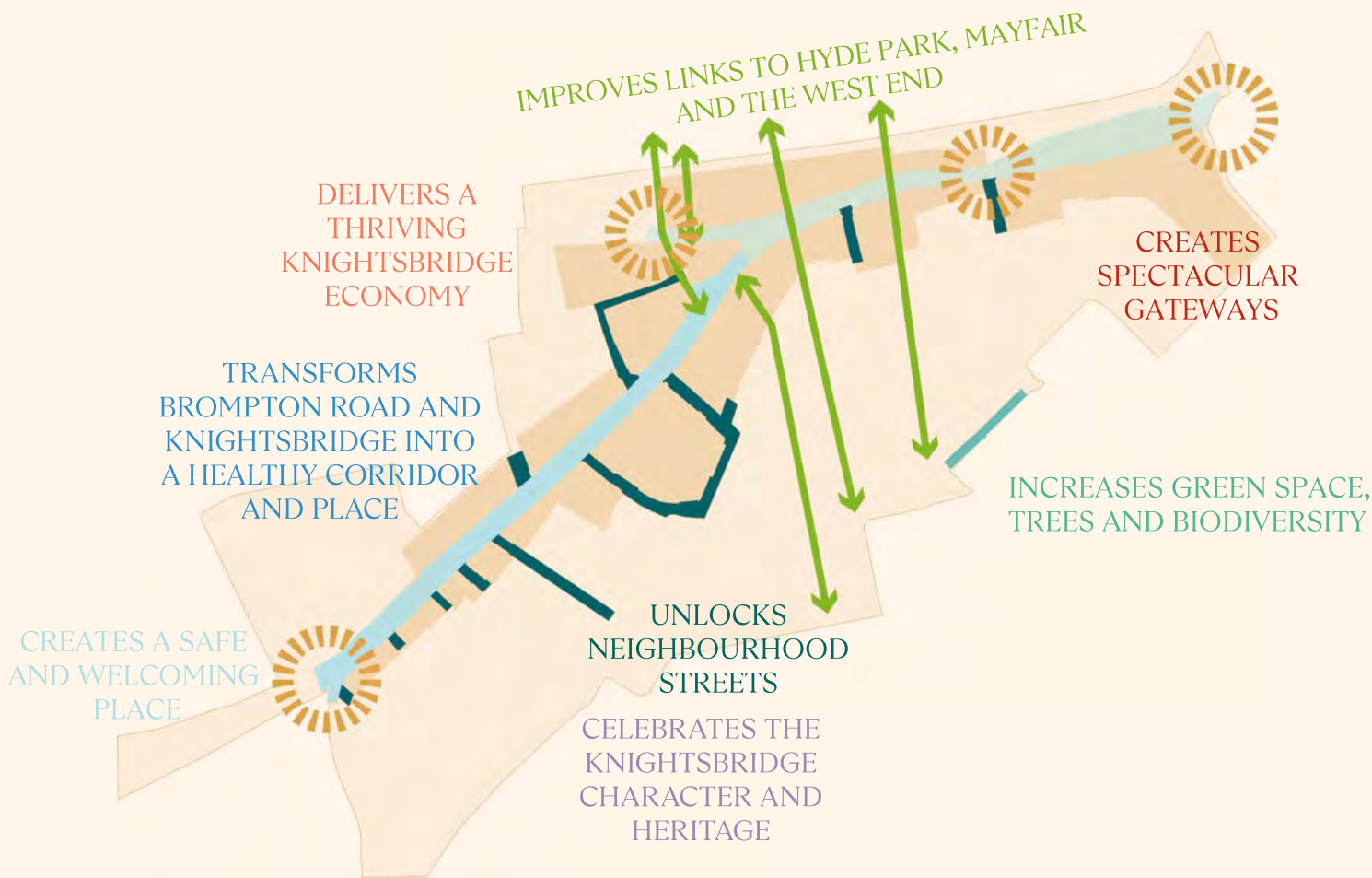
The top priority to improve Knightsbridge, suggested by almost half of all respondents, was adding gardens and other green spaces, and planting trees. Improvements to the pedestrian environment were the next highest priorities: increasing footway widths, repairing pavements, and removing street clutter.



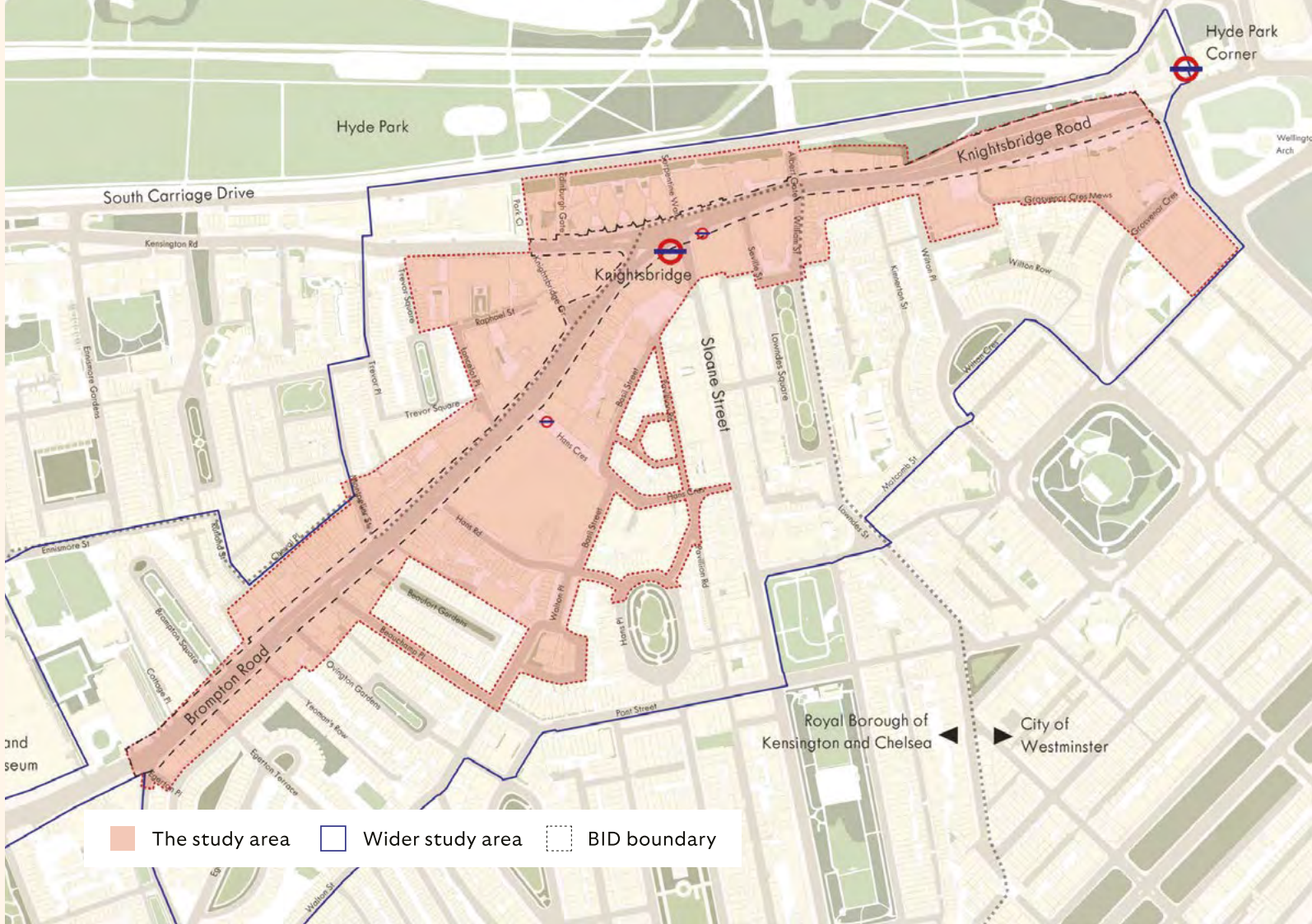
Photography by Rory Langdon-Down

THE VISION FOR KNIGHTSBRIDGE

The vision for Knightsbridge is in its nature ambitious, a luxury global destination that rebalances the needs of people and nature, inviting people to spend time in its historic streets and places and to return again and again.



AN INCLUSIVE
LUXURY PLACE



“Knightsbridge is a remarkable district. It is instantly recognisable to audiences all over the world. This excellent strategy will enhance Knightsbridge and crucially London’s attractiveness and competitiveness as a whole. That’s why we should all get behind it.”

Alexander Jan
Chief Economist, London Property Alliance

THE FIVE STRAND STRATEGY

As other luxury global destinations and centres compete for Ultra High-Net-Worth Individuals (UHNWI) and aspirational markets, Knightsbridge needs to remain the international home of luxury and synonymous with an experience that feels special and varied, a distinct area linked together by its streets and public spaces.



THE PLACE AND PUBLIC REALM STRATEGY IS EVIDENCE-BASED AND MULTI-DISCIPLINARY, WITH FIVE INTEGRATED STRANDS

1. Flagship public realm scheme for Knightsbridge and Brompton Road

The mile long project will deliver a transformed Brompton Road and Knightsbridge, with widened and de-cluttered pavements and priority crossings. It will feel both exclusive yet also accessible and welcoming to everyone. The proposals will also ensure traffic flows on Brompton Road are well managed and residential roads remain quiet streets protected from rat-running traffic.

2. A family of neighbourhood public realm projects

These projects will protect and enhance many of the characterful streets off Brompton Road, providing spaces to dwell with new trees and planting.

3. Placemaking to curate the Knightsbridge offer and visitor experience

This will include elevating the Knightsbridge visitor experience, enhancing the luxury wellness offer, unifying the evening economy, and implementing a digital and physical wayfinding strategy.

4. Strategic and proactive place management

This harnesses new technologies to ensure the highest standards of cleansing, safety, green space and ecology management, and commercial vehicle management.

5. The case for investment and funding strategy

Independent economists developed a compelling investment case, indicating that the public realm improvements will deliver significant returns for investors. The forecasted benefits are summarised in the next pages.



THE PUBLIC REALM PROPOSALS WILL TRANSFORM BROMPTON ROAD, KNIGHTSBRIDGE AND ELEVEN ADJOINING STREETS

They will

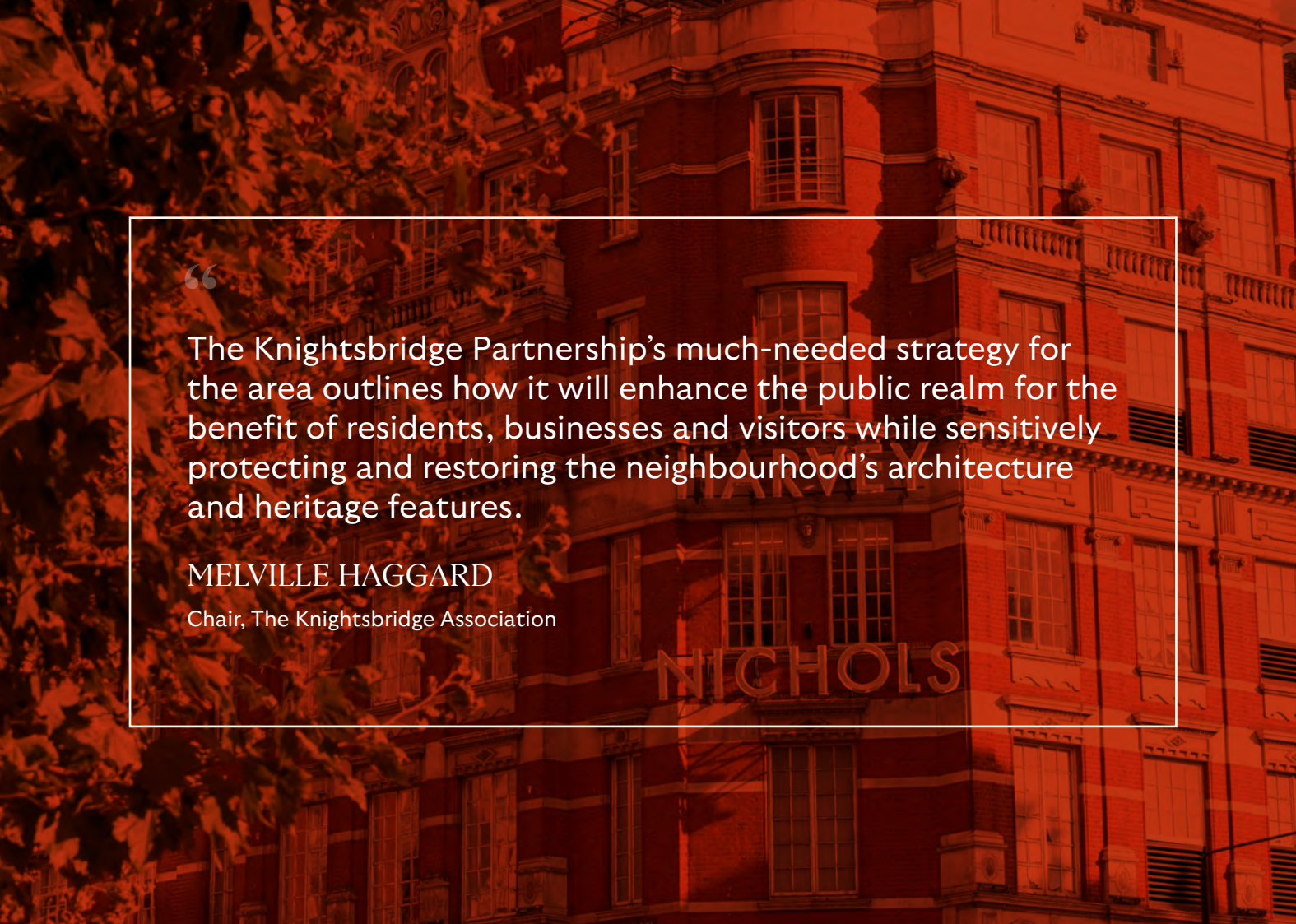
- **Restore Knightsbridge to its premier status as a world leading luxury destination** and as an outstanding place to visit, live, work and invest
- Deliver a **thriving Knightsbridge day and evening economy** which also provides growth opportunities for the London and UK economies
- **Create Healthy Streets** which support cycling and walking and increase biodiversity the TfL Healthy Streets assessment score increases from 49 to 77 points
- Reduce congestion through Knightsbridge and **make it easier to visit Knightsbridge** due to more spaces for taxis and private vehicle drop-off
- **Celebrate, protect and enhance** the Knightsbridge area's unique character and heritage
- Attract people to spend time in its historic streets and places and **invite people to return again and again**
- Contribute to **improving local air quality**
- Contribute to **climate adaptation and mitigation**
- Create a **safe and welcoming place for all**



BEFORE



AFTER 8



“

The Knightsbridge Partnership's much-needed strategy for the area outlines how it will enhance the public realm for the benefit of residents, businesses and visitors while sensitively protecting and restoring the neighbourhood's architecture and heritage features.

MELVILLE HAGGARD

Chair, The Knightsbridge Association

NICHOLS



KNIGHTSBRIDGE GREEN

BEFORE



AFTER



AFTER



KNIGHTSBRIDGE

BEFORE



AFTER

“

The collaborative approach to design at each stage has engaged residents, amenity societies, the neighbourhood forum, businesses and the area’s two local councils and TfL.

This has resulted in a remarkable shared vision and strategy that can create a truly sustainable place to live and ensure Knightsbridge retains its international status as a luxury district.

SIMON BIRKETT

Chair, Knightsbridge Neighbourhood Forum

Photography by Rory Langdon-Down



DELIVERING HEALTHY STREETS

The Place and Public Realm strategy will revitalise Knightsbridge streets, supporting the Mayor of London’s goal for 80% of journeys to be on foot, bike or public transport by 2040, raising the healthy street score from 49 to 77. The strategy aligns with local sustainable transport, climate, and air quality goals.

Funding will combine capital investment and revenue streams to maintain high public realm standards. Public-private partnerships will drive economic growth, create jobs and enhance Knightsbridge’s global status.

Healthy Streets Score	Existing Layout	Proposed Layout
Pedestrians from all walks of life	51	75
Easy to cross	53	77
Shade and shelter	50	83
Places to stop and rest	47	100
Not too noisy	40	73
People choose to walk, cycle and use public transport	51	75
People feel safe	50	79
Things to see and do	50	83
People feel relaxed	49	76
Clean air	33	75
Overall Healthy Streets Score	49	77

INVESTING IN OUTCOMES



2300m² of
new planting



170 new
trees



5300m² of
new footway



13 improved
crossings



2 new
crossings

PUBLIC REALM

The Knightsbridge Partnership is seeking public and private investment to transform the area’s public realm which will contribute to a thriving local economy and a more sustainable and healthy London for all.

INVESTMENT

An estimated £100 million of investment is required for the public realm improvements for Knightsbridge and Brompton Road, including the eleven neighbourhood projects.



RETURN ON INVESTMENT

An independent team of economists has developed a compelling investment case, which indicates the public realm improvements will deliver significant social benefits and return for investors.

Photography by Rory Langdon-Down

PRIVATE SECTOR IMPACTS

-  **Footfall**
Increase of 3.1m visitors a year, which is a 16% increase vs. the baseline.
-  **Additional Spending**
Up to £442m p.a. net additional spending, which is a 39% increase vs. the baseline.
-  **Office Rental Income¹**
Cumulative net present value increase of £4m to £8m over 20 years.
-  **Residential Property Values¹**
Increase of at least £19m in the value of adjacent residential properties.
-  **Retail and Leisure Property Value**
Net increase of £270m to £500m (3.3% to 6.2% increase vs. baseline).
-  **Retail Rental Income**
Cumulative net present value increase of £8m to £18m over 20 years.
-  **Office Property Value**
Net increase of £25m to £47m (2.7% to 5.0% increase vs. the baseline).

PUBLIC SECTOR BENEFITS

-  **Social Value²**
£3m in social value benefits through unemployment and crime reduction, and public realm amenity benefits.
-  **Business Rates Income**
£8m to £18m cumulative net present value over 20 years.
-  **Trees**
Will deliver £900,000 value in terms of environmental benefits.
-  **Gross Value Added (GVA)**
£65m during construction, and £34m to £87m per annum following construction of the project.
-  **Employment**
Up to 950 permanent on-site and supply chain additional jobs in retail, leisure, and food & beverage sectors for London residents.
-  **Temporary Jobs**
400 temporary on-site and off-site supply chain job opportunities for London residents during construction.

FOR FURTHER DETAILS
AND TO FIND OUT
MORE CONTACT



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